

**UTAH BOARD OF TOURISM DEVELOPMENT  
MEETING AGENDA**

**Friday, June 9, 2023 – 10 am-12 pm**

**Best Western Plus Bryce Canyon Grand Hotel  
Ponderosa Conference Room  
30 N 100 E, Bryce Canyon City, UT 84764**

**Join Zoom Meeting**

<https://us02web.zoom.us/j/87964363237?pwd=cjdjZVN5QWJieGpKQ01LU1Zkc2tkQT09>

**Meeting ID: 879 6436 3237**

**Passcode: 781797**

1. Welcome & Introductions: Lance Syrett, Chair - 10:00 am
2. Approval of Minutes: Lance Syrett, Chair - 10:20 am
3. Host community welcome and update - 10:25 am  
Falyn Owens, Executive Director, Garfield County Office of Tourism
4. Managing Director Report: Vicki Varela, Managing Director, Utah Office of Tourism - 10:40 am
5. International Update - 11:00 am  
Rachel Bremer, Tourism Global Markets Director, Utah Office of Tourism
6. Marketing Committee Report - 11:20 am  
Ski+ 2022/2023 campaign report  
Dave Williams, Associate Managing Director, Utah Office of Tourism  
Ben Cook, Director of Marketing & Communications, Utah Office of Tourism  
Jonathan Smithgall, Vice President Digital Marketing, and Media, Love Communications
7. UTIA Update: Sara Toliver - 11:40 am
8. Announcements/Upcoming Events – Board and Public - 11:55 am

**The next board meeting is scheduled for Friday, August 11, in Salt Lake City.**

**Red Emerald Strategic Plan Imperatives**

1. Continue Powerful Branding
2. Prioritize Quality Visitation
3. Distribute Visitation
4. Enable Community Led Visitor Readiness
5. Improve Organizational Effectiveness